



Date: April 1, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: Weekly Update Ending April 1, 2005

The following weekly update highlighting various activities for the week ending April 1, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Financial Management, Purchasing Division

There was standing room only as over 160 business representatives attended the Business Opportunities Open House on March 24. The event created one venue for businesses to meet with decision makers from all City Departments and Bureaus. Positive feedback was received from vendors and City participants.

Parks, Recreation and Marine, Planning and Development Bureau

The U. S. Army Corps of Engineers (Corps) has begun a two-week, 24-hour a day dredging operation to open the navigation channel to the Catalina Landing Terminal. This is an interim clearing until funding and permits are obtained for a full maintenance dredging. The channel was blocked by silt coming down the Los Angeles River during the heavy rains in January 2005. As this is a Federal responsibility under the jurisdiction of the Corps, they are the responsible agency for maintaining the channel. The Corps has been very responsive to the City's needs and the project is moving forward expeditiously.

Community Development, Economic Development Bureau

On March 21, the Economic Development Bureau hosted its first citywide meeting in the development of the Jobs and Business Strategy (JBS). Over 50 residents, business and community leaders attended the event. Discussion topics ranged from identifying City strengths and weaknesses to defining a vision for the City its economy. A second meeting will be held at the Miller Family Health Education Center on April 14. Call 570.3839 for information.

Financial Management

Using the City's new automated system, Parking Citation payments may now be made with a credit card, 24-hours a day, seven days a week. These payments may be made over the telephone using the parking citation phone number 570.6822 or on the City website, www.longbeach.gov. During the first week, 488 customers were served with this system; during the second week of operation, 630 customers took advantage of this convenient payment option.

MAJOR WEEKLY HIGHLIGHTS (continued)

Parks, Recreation and Marine, Community Recreation Programs

On March 28, more than 250 patrons, community organizations and City officials attended the 4th Annual Cesar Chavez Celebration Luncheon at Cesar E. Chavez Park. The musical group "Trio del Alma," and essay winners from Chavez and Edison Elementary Schools, entertained the crowd. Miguel Contreras, Executive Secretary/Treasurer of the Los Angeles County Federation of Labor was the guest speaker.

Parks, Recreation and Marine

From October through March, staff has collected more than 10,000 tons of trash, debris and sediment that had been washed up on the city's beaches during this winter's exceptionally heavy rainstorms. Annually, the average amount of beach trash pick-up is 4,500 tons.

UPCOMING EVENTS AND PROJECTS

City Manager

An Educational Community Forum on Liquefied Natural Gas (LNG) will be held on **Saturday, April 2**, at 10:00 a.m. in the Council Chambers, City Hall, 333 W. Ocean Blvd. The Forum is intended to provide the public with information regarding LNG as an energy source and information regarding the status of the proposal by Sound Energy Solutions (SES)/Mitsubishi to construct and operate a new LNG facility within the Port of Long Beach. The forum will be aired live at 10:00 a.m. on LBTv, Charter Communications, Channel 8 and will be re-played that Saturday at 9:00 p.m. and on Sunday, April 3, at 3:20 p.m.

City Manager

A Community Forum to address youth violence will be held on **Monday, April 4**, at 6:00 p.m. at Cabrillo High School. The event, hosted by the Long Beach Unified School District, the National Conference for Community and Justice, and the City of Long Beach, will provide an opportunity for community leaders, residents, students, and parents to hear the results of the March 5 Forum and to obtain information on Long Beach resources that are available to help reduce youth violence and maintain community safety. There will be two breakout sessions and participants can choose two of four topics that address community safety, after-school activities, respect for diversity, and parental assistance.

Library Services

National Library Month is being celebrated in April and more than 150 special programs and events scheduled at the 12 Long Beach libraries. For details, visit the library website at www.lbpl.org, or pick up a schedule of events at any library.

Department of Health and Human Services

The National Public Health Week in Long Beach kick-off will be on **April 4** with group walks, presentations, food demonstrations, displays and exhibits booths, and the **April 7** grand opening of the Farmers Market at the Health and Human Services Department, 2525 Grand Ave. at 4:00 pm. The Farmers Market will be held on every Thursday.

UPCOMING EVENTS AND PROJECTS (continued)

Department of Health and Human Services

April 7 is National Alcohol Screening Day. The Rehabilitation Services Division is participating in an information/education screening. Screenings will be available from 9:00 a.m. to 2:00 p.m. at the Main Health Department facility.

Parks, Recreation and Marine, Community Enrichment Programs

On **April 3**, Rancho Los Cerritos Historic Site (4600 Virginia Road) will celebrate its 50th anniversary as a public museum with a free open house from 1:00 to 4:00 p.m., and a rededication ceremony at 2:00 p.m. The event will feature '50s music, cars and crafts, as well as displays of the museum and tours.

Public Works, Environmental Services Bureau

In support of the City Council's goal to provide a cleaner and safer community, citywide litter awareness and abatement program will be launched in April. As part of the kick-off, clean up events will be held in each Council District in April on three consecutive Saturdays. Three cleanups will be held each morning. The Bureau is seeking volunteers to participate in the clean-ups. See locations and times below. For more information on participation, please check out the website at www.litterfreelb.org or call 570.2850.

Saturday, April 16

Dist. 1: 8–9 a.m.

Dist. 6: 9:30-10:30

Dist. 2: 11-noon

Saturday, April 23

Dist. 7: 8-9 a.m.

Dist. 8: 9:30-10:30

Dist. 9: 11-noon

Saturday, April 30

Dist. 3: 8-9 a.m.

Dist. 4: 9:30-10:30

Dist. 5: 11-noon

AWARDS

Community Development, Neighborhood Services Bureau

More than 200 elected officials, representatives from the Department of Housing and Urban Development, community volunteers and City staff attended the National Community Development Week luncheon on April 13. Thirteen individuals and groups received awards for outstanding contributions to their community. Award categories included: Community Service, Individual Achievement, Neighborhood Organization, Outstanding Neighborhood Project, Stamp out Graffiti, Business Partner, Youth Achievement, Special Recognition and the David Landry Community Service Memorial Award. Neighborhood Services, Housing Services and Economic Development staff displayed information on City programs and services.

AWARDS (continued)

Community Development, Neighborhood Services Bureau (Continued)

Neighborhoods, USA announced this week that two Long Beach neighborhoods are finalists in its national Neighborhood of the Year competition. The Craftsman Village Historic District and the East Hill/Salt Lake Street Neighborhood Watch Block Clubs will compete for awards in separate categories at Neighborhoods, USA's annual conference on May 25-28, in Sacramento. The Neighborhood Resource Center hosted a workshop training neighborhood groups how to apply for this award and assisted both groups to complete their submissions. Since 2001, three Long Beach neighborhoods have received Neighborhood of the Year awards in this national competition. For more information, call 570.1010 or e-mail Margaret.Madden@longbeach.gov.

Library Services

The "Raising a Reader" program was the recipient of the "Outstanding Neighborhood Project" award, presented by the Community Development Department in celebration of National Community Development Week. "Raising a Reader" is a pre-school literacy program supported by corporate donations to the Long Beach Public Library Foundation.

PUBLIC SAFETY

Police

Citywide, police officers responded to 780 priority one, 1,794 priority two, and 11,816 priority three calls for service, for a total of 14,390 responses. Police officers made 524 arrests, issued 1,269 citations, and conducted 346 field interviews.

The Police Department continues its move back to the 400 West Broadway headquarters building. The move will be complete by April 20. The following Police Department offices have already moved: South Division Patrol, Computer Crimes, Violent Crimes, Forgery Fraud, Identity Theft, Narcotic Investigations, Vice Investigations, Robbery, Auto Theft, Homicide, Burglary, Gang Enforcement, Payroll/Personnel, and Fiscal. The Chief's Office, Office of Counter Terrorism, Administration, Investigations, Patrol and Support Bureaus will move on April 2. All telephone numbers will remain the same.

Fire

The Fire Department's Community Services Division conducted a series of presentations to the City's Floor Wardens regarding CERT (Community Emergency Response Team) training to better prepare them in responding to emergencies.

Health and Human Services, Rehabilitation Division

The eight-week Alcohol and Drug Community Education Continuing Education series was kicked-off on March 24. Participants earn Continuing Education Hours, a requirement to maintain their certification for Drug and Alcohol counseling.

PUBLIC SAFETY (continued)

Health and Human Services, Rehabilitation Division

March is Professional Social Worker Month and staff is celebrating this event with activities on March 31 with a presentation called "Through the Years of How Social Workers Stand Up for Others."

NEIGHBORHOODS

Community Development, Neighborhood Services Bureau

On March 31, the Neighborhood Services Bureau and the National Conference for Community and Justice launched the first session of the Neighborhood Leadership Program's (NLP) Class of 2005. The NLP is a six-month leadership development program enhancing the skills, abilities and knowledge of neighborhood residents. This year's class will focus its leadership skills on the 7th Street Corridor. For further information, please call 570.1010 or e-mail Marcos_Lopez@longbeach.gov.

Community Development, Neighborhood Services Bureau

On March 23, staff conducted a follow-up outreach on the first phase of the 7th Street Business Corridor, between Alamitos and Cherry Avenue, to remind business owners about the \$2,000 Commercial Improvement Rebate Program available to improve the appearance of their businesses. To date 12 business and property owners have applied for the rebate. This program includes the support of the Code Enforcement Division who encourages business owners to apply for the program to resolve code enforcement violations.

Parks, Recreation and Marine, Maintenance Operations Bureau

The California Conservation Corps and staff worked on re-staking, weed removal, fertilizing, mulching, and replanting 215 trees at El Dorado Park as part of the Botanical Barrier grant.

Parks, Recreation and Marine, Planning and Development Bureau

Improvements are continuing at Wardlow Park, Pan American Park, and Los Cerritos Park.

Parks, Recreation and Marine, Community Enrichment Programs

To accommodate the increased numbers of youth during spring break, the Skate Park on Wheels program extended its hours from 1:00 to 6:00 p.m. at Cesar Chavez and Veterans Parks.

Parks, Recreation and Marine, Community Recreation Programs

More than 195 youth participated daily in Spring Break Day Camps at Martin Luther King, Jr. Park, Veterans Park Extended Day, and Silverado Park Extended Day. Activities included arts and crafts, indoor/outdoor games, and field trips.

More than 300 teens participated the "Teen Spring Thang" events held at California Recreation Center, Houghton, El Dorado, Silverado, and Cesar Chavez teen centers. Daily activities included dancing, prizes, games, sports, and a field trip to Magic Mountain.

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ECONOMIC DEVELOPMENT

Community Development, Economic Development Bureau

On March 16, the Business Assistance Committee of the Economic Development Commission approved a \$50,000 loan for working capital to Pickle Nickel Pizza, 515 Long Beach Blvd.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Enrichment Programs

On March 30, Rancho Los Cerritos participated in a Leadership Long Beach program to recruit members for boards and commissions, hosted by the Long Beach Non-Profit Partnership. Several non-profit leaders shared suggestions for board recruitment. The Rancho and five other organizations manned tables and encouraged participants to consider involvement on community boards.

Parks, Recreation and Marine, Community Recreation Programs

On March 26, youth and family members enjoyed "The Hunt Is On, Spring Eggs Hunts." Carnival games, activities and arts and crafts, were offered at Admiral Kidd, Bixby, College Estates, Deforest, Drake, Martin Luther King, Jr., Ramona, Scherer, Stearns Champions, Veterans, and Wardlow Parks.

Parks, Recreation and Marine, Special Events and Filming Bureau

Haute Dogs Easter Parade, with an estimated attendance of 1,000, was held on March 27 at Livingston Park and the sidewalks on 2nd Street between Park Avenue and Nieto Avenue.

The 2005 Toyota Grand Prix of Long Beach Press Day was held on March 29.

OTHER ITEMS OF NOTE

Long Beach Energy

From March 20 through March 26, the Gas Services Bureau completed a total of 2,563 service calls. This total included 764 Gas and Water Utility Turn Ons, and 752 Turn Offs. During this period, 811 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 236-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 486 emergency phone calls that resulted in 120 emergency orders being sent out.

Financial Management

At City Hall's Cashier Window, 24,531 customers were served in February and to date in March, 23,376 customers have been served.

GRM: KP:arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Acting Manager of Government/Public Affairs
Jyl Marden, City Council Liaison